

Program history

From Application Week to Apply Missouri

Apply Missouri is designed to help high school seniors

apply to college. The program, formerly known as

Missouri College Application

Week, is now open to all

Missouri high schools.

The primary purpose of this effort is to help high school seniors navigate the college admissions process and ensure they apply to

at least one postsecondary

institution. The event occurs during the school day, with a focus on students who might not otherwise apply to college.



Apply Missouri first started in Missouri in 2013,

through a partnership of the Missouri Department of Higher Education and the Missouri College Advising Corps. During its pilot year, 26 high schools throughout the state held events in October. The pilot program saw an average of 70 percent of the



schools' seniors participate in at least one activity. More than 2,000 seniors submitted approximately 3,600 applications for admission. In 2014, nearly 2,900 students at 55 high schools submitted applications. Because of the program's success, Apply Missouri was opened to all of Missouri's high schools for 2015.

Apply Missouri is inspired by the national program,

the American College Application Campaign (ACAC).

The national program's roots began with a high school in North Carolina, which held the first College Application Week. This event grew into a statewide effort. It continued to expand to include Georgia, Tennessee, Colorado, South Carolina, West Virginia and Florida. The American Council on Education then consolidated the efforts with a common, national goal of increasing the percentage of first-generation and low-income students who pursue a postsecondary education. All 50 states now participate in the program.

